

# 2015 USPS Mailing Promotions

## PCC Workshop-In-A-Box

June 23, 2015

**New Products and Innovation  
Mailing Services**

## Agenda

- Update
- 2015 Promotion Calendar
- Irresistible Mail
- Earned Value Promotion
- Emerging and Advanced Technology Promotion
- Color Transpromo Promotion
- Mail Drives Mobile Engagement Promotion
- Questions

- The promotion calendar was fully approved by the Postal Regulatory Commission (PRC) on May 7<sup>th</sup>
- Registration for the Earned Value promotion closed on April 30, 2015 and cannot be re-opened.
- Although some of the promotion dates overlap, customers cannot claim more than one discount per mailing. The exception is Earned Value-it **can** be claimed along with any of the other three up until the end date of July 31, 2015.
- Pre-approval from the Mailing Services Program Office is encouraged for all promotions.
  - For the Emerging & Advanced Technology promotion, all designs and technologies other than Near Field Communication (NFC) and "enhanced" augmented reality (AR) **must be** presented for preapproval.
- Completion of the post-promotion survey is a requirement for participation in all promotions
- Ideas for 2016 promotions are currently under review

Earned Value can be claimed along with any of the other 3 promotions because it is a credit based promotion and the others are discounts at the time of mailing.

JAN - FEB - MARCH

APRIL - MAY - JUNE

JULY - AUG - SEPT

OCT - NOV - DEC

## FIRST-CLASS MAIL®

### Earned Value Promotion



### Color Transpromo Promotion



## STANDARD AND FIRST-CLASS MAIL

### Emerging and Advanced Technology Promotion



## STANDARD MAIL®

### Mail Drives Mobile Engagement Promotion





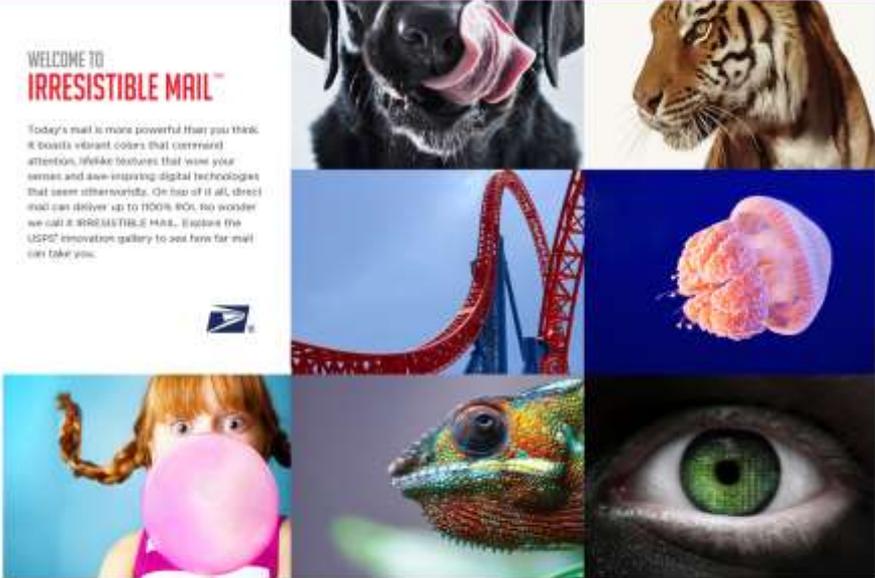
During the 2015 National Postal Forum, the Postal Service introduced the Irresistible Mail book and website with great success. The book and accompanying website feature state-of-the-art examples for the use of innovative print and mobile technology with mail that engages recipients.

 UNITED STATES  
POSTAL SERVICE®

**Irresistible Mail**

WELCOME TO  
**IRRESISTIBLE MAIL™**

Today's mail is more powerful than you think. It boasts vibrant colors that command attention, lifelike features that wow your senses and awe-inspiring digital technologies that seem otherworldly. On top of it all, direct mail can deliver up to 100% ROI, no wonder we call it **IRRESISTIBLE MAIL**. Explore the USPS® Innovation Gallery to see how far mail can take you.



Explore the Innovation Gallery at: <http://www.irresistiblemail.com>

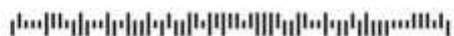
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Each of these examples, which can be viewed at <http://www.irresistiblemail.com>, makes the mailer eligible to participate in the 2015 Emerging and Advanced Technology promotion.

**(This page is clickable in slideshow mode)**

## 2015 Earned Value Promotion

# Earned Value



**Mailers enrolled in the 2015 Earned Value promotion may earn a credit for reply mail pieces that their customers mail back to them. Credit can be applied toward future mailings of First-Class Mail presort and automation cards, letters and flats**

## Promotion Dates

Registration Period	March 15 – April 30, 2015 - <b>closed</b>	
Award /Piece Tracking Period	May 1 – July 31, 2015	
Mailer Agreement Period	August 1 – September 15, 2015	
Award Claim Period	August 1 – December 31, 2015	
Credit Expiration Date	December 31, 2015	

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Customers had until April 30 to enroll. Registration is closed and cannot be re-opened.

Between August 1 and December 31, 2015 mailers can reduce their mailing costs by applying their earned value credit to First-Class Mail presort and automation postcards, letters, and flats, Standard Mail letters and flats, and to non-profit mailings.

# 2015 Emerging and Advanced Technology Promotion

 **Overview**

<b>Registration Period</b>	March 15 – November 30, 2015
<b>Promotion Period</b>	June 1 – November 30, 2015
<b>Eligible Mail</b>	<ul style="list-style-type: none"><li>• First-Class Mail® presort &amp; automation letters, cards &amp; flats</li><li>• Standard Mail letters &amp; flats</li><li>• Nonprofit Standard Mail letters &amp; flats</li></ul>
<b>Discount</b>	<ul style="list-style-type: none"><li>• Upfront 2% postage discount</li></ul>

*Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.*

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Registration opened as planned and will run through the end of the promotion.

**Registration:**

- ✓ Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service [gateway.usps.com](http://gateway.usps.com)
- ✓ Promotion participants must complete their registration at least 2 hours prior to presenting the first qualifying mailing.

**Promotion Participation Survey**

- ✓ As part of the terms of participation, all promotion participants must

complete a survey at the end of the promotion.

## Emerging and Advanced Technology

Encourage mailers to incorporate interactive technology to drive interest in mail as a marketing channel.

This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate mail with advancements in technology. To participate in the promotion, the mailpiece must incorporate the use of standard Near Field Communication (NFC) technology or an 'enhanced' augmented reality experience. There are **three new categories** that are included in this year's promotion. They are, but are not limited to:

- Inks
- Paper
- Interactive technologies



More information on these three new categories will be shared in later slides.

Near field communication (NFC) is a form of communication between devices such as smartphones, tablets or items embedded with NFC chips, tags or similar technology.

Standard NFC technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled device.

Examples of NFC usage for this promotion include, but are not limited to;

- Generate a communication related experience.
- The mailpiece could be embedded or affixed with NFC technology that would allow the device to download applications, videos or games.
- Create calendar events.
- Toggle on and off device features.
- Trigger messaging services, video or other device features.

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*(These are just a few examples and are not designed to limit or restrict the use of NFC technologies. Examples of usage and any new developments for the technology are welcome to be submitted to the Program Office for prior approval.)*

"Enhanced" Augmented Reality (AR) provides robust features that allow consumer engagement experiences using the technology to relate directly to products and brands.

"Enhanced" AR also includes:

- video animation\* and/or
- 2D-3D interactive graphics playing in front of or over physical objects so they appear to be interacting with the physical object.
- gamification or mobile game play
  - rewards for players who accomplish tasks such as points, badges or virtual currency
  - competition with other players
  - adding meaningful choice
  - increasing challenges
  - added narratives

"Enhanced" AR **excludes** the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

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**Enhanced A/R** combines real and virtual experience, interactive in real time, rendered in 2-D or 3-D

**Gamification** is the use of game thinking and game mechanics in non-game contexts to improve user engagement and return on investment.

\*Video animation - The video cannot instantly appear and start through the augmented reality technology engagement. The video screen must appear as part of an augmented reality display. The video must be displayed on top or as part of the physical mailpiece environment. The video can play when engaged with the physical mailpiece or when the device is moved away from the physical mailpiece. The video must have a specific call to action related to the mailpiece and **cannot** reside on public access sites such as, Youtube, Facebook, etc.

**NFC and Enhanced AR:**

**For the purposes of this promotion, only “enhanced” augmented reality incorporating the robust features and enhanced engagement that adds value to the consumer experience as described will qualify for the promotion discount.**

It is highly recommended that mailings incorporating the use of NFC or AR are also presented to the Program Office for prior approval.

*If you have any questions contact the Program Office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)*

**UNITED STATES POSTAL SERVICE** **Mobile Best Practices**

①  
Trigger to  
"enhanced  
augmented  
reality or  
NFC

Acceptable examples  
include:



②  
Mobile  
Optimization

Non Mobile  
Optimized



Mobile  
Optimized



③  
Directional  
Copy

Acceptable examples  
include:

*"Scan the barcode for  
an interactive  
experience."*

*"Download our app and  
scan here to see your  
mailpiece come to life."*

*"Tap here with your  
NFC enabled phone."*

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## Mobile Optimization:

Participants must use these or similar techniques to qualify for the promotion:

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible

## NEW Category for 2015: “No Chip Required”



- Emerging/Advanced Tech is not limited to devices, circuits or software
- Expanding this category to include innovative advances in papers, ink & interactive technologies
- **All submissions in the “New” Category must be submitted to the program office for pre-approval**
- **Inks** may include:
  - *Conductive inks*: become part of a circuit and activate a device
  - *Leuco Dyes*: change color with variations in temperature
  - *Hydrochromics*: change color upon contact with liquid
  - *Photochromics*: change color with UV light exposure
  - *Piezochromic*: change under pressure





- **Paper characteristics** – provide new levels of sensory engagement to help drive increased customer response
  - *Textural*: paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, etc)
  - *Scented*: paper infused with scent (ex: catnip, fresh bread)
  - *Sound*: paper that incorporates sound chip/speakers (ex: motorcycle)
  - *Visual*: special effects with filters, holographics, lenticular



- **Interactive mailpieces**

- 3-Dimensional, pop-ups, infinite folding, etc.



## Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

## Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- Must be part of a full service mailing

## Mailpiece

- Must include at least one of the technologies\* described in the Program Requirements

\*Specific requirements require pre-approval as described in the Program Requirements

## Discount

- Promotion discount is calculated in PostalOne!®
  - **Must be claimed at the time of mailing**

## Promotion Participation Survey

✓As part of the terms of participation, all promotion participants must complete a survey at the end of the promotion.

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
  - Specify which permits and/or CRIDs will be participating in the promotion
  - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



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**For further information:**

**Email:** [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

**Mail:** US Postal Service  
*Attn: Promotions and Incentives*  
Post Office Box 23282  
Washington, DC 20026-3282

**Web:** <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>  
<https://www.usps.com/business/promotions-and-incentives.htm>



508 Compliance: 3 boxes, red checkmarks in two of them and a red pencil writing the checkmarks

## 2015 Color Transpromo Promotion

## What is the Color Transpromo Promotion?

This promotion:

- Encourages producers of bills and statements to produce mail that creates a greater connection and response from consumers by using color messaging.
- Designed to grow the value of First-Class Mail and encourage mailers to invest in color print technology.
- Provides an upfront postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements.

**Registration Period**

April 15 – November 30, 2015

**Promotion Period**

June 1 – November 30, 2015

**Eligible Mail**

- First-Class Mail® presort & automation letters, cards & flats
- Standard Mail letters & flats
- Nonprofit Standard Mail letters & flats

**Discount**

- 2% of the eligible First-Class Mail postage. The discount is calculated in PostalOne® and applied to the postage statement at the time of mailing.

*Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.*

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Registration did open as planned and will run through the end of the promotion.

Registration:

- ✓ Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service [gateway.usps.com](http://gateway.usps.com)
- ✓ Promotion participants must complete their registration at least 2 hours prior to presenting the first qualifying mailing.
- ✓ Mail must be tendered for acceptance during the promotion period, June 1 – November 30, 2015. Any qualifying mailing that is accepted and paid for prior to June 1, 2015 or after November 30, 2015 is not eligible for the promotion discount.

**Who is Eligible to Participate?**

- Mailers of bills and statements who have registered for the promotion.
- Mail Service Providers may prepare and submit mailings for eligible mail owners.

**What Mail is Eligible?**

- First-Class Mail presort and automation letters containing bills and statements with dynamic/variable color print for promotional and consumer messages.







**Acceptable Color Statement or Bill with E-Payment Marketing Message**

Company Name  
Service Address, State  
Contact Us: CompanyName.com

Account Number: 123456789  
Bill Cycle: 01/15  
Statement Due: 02/15  
Payment Due: 03/15

**1 Refer a Friend**  
**And Get \$100 In Bill Credits**  
Have your friend call 1-800-000-0000 and give your account number when ordering.

**2** **Pay your bill online.**  
Just click "log in" at CompanyName.com, then sign up with your Customer Number: 90000000 and phone number to pay bills, schedule services, view service history and more.

Pay online  
CompanyName.com  
 Pay by phone  
1-800-000-0000

1. Statement contains a dynamically printed promotional or consumer information message.
2. E-payment messages are allowed but do not qualify for the promotion discount.



**Unacceptable Color Statement or Bill with E-Payment Marketing Message**

Company Name

**1** **Pay your bill online.**  
Just click "log in" at CompanyName.com, then sign up with your Customer Number: 90000000 and phone number to pay bills, schedule services, view service history and more.

**2**

Pay online  
CompanyName.com  
 Pay by phone  
1-800-000-0000

1. Statement contains only an e-payment message that is *NOT* accompanied by a promotional or consumer message.
2. Statement is *NOT* dynamically printed; preprinted paper stock was used.

### **IMb Full-Service Mailings**

- Mailpieces must be part of a Full-Service mailing.
  - 90% of mailpieces in postage statement must be Full-Service compliant.
  - Residual pieces that are part of a Full-Service mailing, and do not meet Full-Service requirements may be contained on the mailing statement and will qualify for the discount if the mailing meets all other promotion requirements.

### **Postage Payment Method**

- Postage must be paid using a Permit Imprint or Precancelled Stamp permit. Some Meter Permit mailings may qualify.

### **Promotion Participation Survey**

- As part of the terms of participation, all promotion participants must complete a survey at the end of the promotion.

## Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

## Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- Must be part of a full service mailing

## Mailpiece

- Must be a bill or statement
- Must contain dynamic color messaging
- Must be an insert (inserts and addendums do not qualify)
- Color message must be a promotional or consumer message

## Discount

- Promotion discount is calculated in PostalOne!®
  - **Must be claimed at the time of mailing**

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
  - Specify which permits and/or CRIDs will be participating in the promotion
  - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



**For further information:**

**Email:** [FCMColorPromotion@usps.gov](mailto:FCMColorPromotion@usps.gov)

**Mail:** US Postal Service  
Attn: USPS Color Print in FCM Promo  
PO Box 23282  
Washington, DC 20026-3282

**Web:** <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>  
<https://www.usps.com/business/promotions-and-incentives.htm>

Information about the promotion, program requirements and sample statements:

[https://ribbs.usps.gov/maillingpromotions/documents/tech\\_guides/2015ColorTranspromoPromotion.htm](https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/2015ColorTranspromoPromotion.htm)



## **2015 Mail Drives Mobile Engagement Promotion**

 **Overview**

<b>Registration Period</b>	May 15 – December 31, 2015
<b>Promotion Period</b>	July 1 – December 31, 2015
<b>Eligible Mail</b>	<ul style="list-style-type: none"><li>• Standard Mail letters &amp; flats</li><li>• Nonprofit Standard Mail letters &amp; flats</li></ul>
<b>Discount</b>	<ul style="list-style-type: none"><li>• Upfront 2% postage discount</li></ul>

*Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.*

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Registration opened as planned and will run through the end of the promotion.

Registration:

- ✓ Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service [gateway.usps.com](http://gateway.usps.com)
- ✓ Promotion participants must complete their registration at least 2 hours prior to presenting the first qualifying mailing.

### Promotion Participation Survey

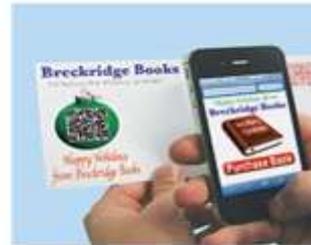
- ✓ As part of the terms of participation, all promotion

participants must complete a survey at the end of the promotion.

The 2015 Mail Drives Mobile Engagement promotion encourages mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their shopping.

As mobile technology continues to evolve, mail has the potential to offer greater value. The mailpiece must:

- include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device
- lead the recipient to a mobile-optimized shopping website or the ability to complete a financial transaction
- allow the recipient to be able to purchase an advertised product from the website



**Mobile Barcode Requirement:**

All qualifying mail must contain a mobile barcode or other equivalent print/mobile technology that when scanned by a mobile device leads to a mobile optimized website.

Qualifying print/mobile technologies include open-sourced barcodes (such as a QR Code or Datamatrix code), a proprietary barcode or tag (such as SnapTags or MS Tags), an image embedded with a digital watermark, and intelligent print image recognition (including an augmented reality experience).

Also included is the ability to use multi-color or branded barcodes.

Acceptable mobile barcodes:



Acceptable digital watermark technology:



Acceptable color branded barcodes:

Color Banded Mobile barcode can be used and must be functional and incorporate **one** of the following:

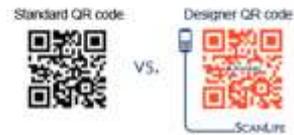
- a. 2 or more colors
- b. a trademark or graphic that includes a color or multiple colors



If you are uncertain if the design or technology meets the qualifications of the promotion and would like to have it reviewed, please contact the Program Office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).

## Reach Consumers

- Consumers are 47% more likely to scan a recognizably branded QR Code



## Increased Brand Awareness

- Placing a logo or graphic into the QR code increases the visibility and the recognition for the brand, product or service being offered.



## Discount

- Visual QR codes allow the QR code to be placed front and center making it part of the ad rather than just a footnote to it.



UNITED STATES POSTAL SERVICE® **Mobile Best Practices**

①  
**QR Code**

Acceptable examples include:



②  
**Mobile Optimization**

Non Mobile Optimized



Mobile Optimized



③  
**Directional Copy**

Acceptable examples include:

*"Scan here to shop our mobile site."*

*"Scan to download our app."*

*"Scan this page for special offers."*

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## Mobile Optimization:

Participants must use these or similar techniques to qualify for the promotion:

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible

**Product Requirements:**

For the purposes of this promotion, a product is **defined** as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required).

*Sale of Services and Charitable Donations:*

In some instances the sale of services and charitable donations may qualify for the promotion discount provided a financial transaction can occur at some point during the scanning of the mailpiece or a purchase is able to be completed.

Products that can only be fulfilled via private carrier example: local pizza delivery would **not** meet the requirements.

Either of these options must be done to qualify for the promotional discount.

Also these mailings will qualify if all other promotion requirements are met and:

- a tangible item such as a hard copy certificate, thank you note or voucher is mailed to the recipient upon purchase via the US Postal service (does not include invoices, billing statements or receipts), or
- the mailpieces contain a Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) enclosure.

## Ineligible Uses\*

- Pay a bill (Bill me Later, etc)
- Make payment online for prior purchases or recurring services
- Sign up for email list, text messages or mailing list
- Sign up for online billing or paperless statement services
- Download a deal or coupon (and no hard copy certificate or voucher is mailed)
- Enter a contest or sweepstakes
- Sign up for a newsletter (electronic or hard copy)
- Proxy stock vote
- Take a survey
- Confirm a reservation (like a doctor or haircut appointment)
- Any link to a non-mobile optimized website
- Download and/or receive text information such as directions/contact information
- Link to sign-in page for online account
- Link to webpage with information
- "Like" or "share" on social network site
- View a video
- Link to phone number or make a phone call
- Product for in-store pick-up
- Credit Card Application
- Insurance Quotes

\* Not limited to this list

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**For further information:**

**Email:** [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

**Mail:** US Postal Service  
*Attn: Promotions and Incentives*  
Post Office Box 23282  
Washington, DC 20026-3282

**Web:** <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>  
<https://www.usps.com/business/promotions-and-incentives.htm>



# Thank You!!

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Any questions on the promotions can be sent to the Mailing Services Program Office. We are committed to responding within 24-48 hours. Thank you for your continued support of the mailing promotions.